Library Development Newsletter

Volume 12, Issue 2

February 2015

Announcements

- *Important notice: The State Library launched a new events calendar & registration system in November. The first time you register for an event, you will need to create a new account, http://www.azlibrary.gov/events/libdev.*

- ***What's New in Children's Literature** & **What's New in YA Literature** are back for 2015! Details under Training.*

Training

Infopeople Online Courses

Library Development has purchased a batch of registrations for online courses offered by the California State Library's **Infopeople**. These courses are available to Arizona library staff on a first-come-first-served basis. You will be expected to complete your course and fill out a short evaluation form before enrolling in another.

Upcoming & Current courses

Core Reference Fundamentals	*Jan 27-Mar 9, 2015*
Teen Services Fundamentals	*Feb 10-Mar 9, 2015*
Igniting Innovation: Practical Skills for Individuals, Teams, & Organizations	*Feb 17-Mar 16, 2015*
Developing a Digital Branch	*Feb 24-Mar 23, 2015*
Reel in Readers: Connecting Youth to Books through Video	*Mar 17-Apr 13, 2015*
Maker-centered Learning in the Library	*Mar 31-Apr 27, 2015*

To learn more about any of these courses, visit the **Infopeople** website at https://infopeople.org. Before registering, you will need to email Dale Savage, dsavage@azlibrary.gov to receive a coupon code. Please use your work email and include your name, your library, your job, and the course you wish to enroll in.

Project Management Workshop

February 4th, 12:30 PM-2 PM, Historic Capitol-3rd Floor Training Room, Phoenix
Presented by **Bill Bolin** of Systems Technology Staffing featuring the Observe, Orient, Design, and Act (OODA) system. Register at http://www.azlibrary.gov/events/887.

Every Hero has a Story! ~ 2015 Arizona Summer Reading Workshop

February 5th, 12 PM-4PM, Kingman
February 13th, 12 PM- 4 PM, Show Low
February 20th, 9 AM-1 PM, Payson
February 23rd, 12 PM- 4 PM, Sierra Vista
February 27th, 9 AM-1 PM, Casa Grande
March 2nd, 12 PM-4 PM, Flagstaff

Get ready for a **Super Summer** full of heroes in all varieties. Join **Chris Guerra** and **Donna Throckmorton** to learn about the upcoming *2015 Arizona Summer Reading Program – Every Hero has a Story!* We will:

- discuss how to implement the new Early Literacy Activity component
- learn about the Great Reading Adventure online tool
- share ideas on programs, performers, marketing, teens, adults and getting your community involved

Workshops are scheduled across Arizona. Register for the most convenient location and date at http://www.azlibrary.gov/events/libdev. For more information please contact Donna Throckmorton, dthrockmorton@azlibrary.gov or 602-926-3369.

Marketing your Library with Video

February 6th, 12 PM-1 PM, Webinar

Online videos are quickly becoming a key means for people to satisfy their information and entertainment needs. Join **David Brown** from **Casa Grande Public Library**, **Lauren Regenhardt** from **Yuma Public Library** and **Donna Throckmorton** from the **Arizona State Library** to learn the advantage of using video to market your library's story and events. You will learn:

- To make short marketing messages delivered in digital formats.
- To promote your library's summer reading program using Youtube or Vimeo.
- More about the Collaborative Summer Library Program's Teen Video Challenge to engage teens in creating your marketing masterpiece.

This lunchtime webinar will help you discover that creating videos to inform your community about library programs is not difficult or expensive. Register at http://www.azlibrary.gov/events/libdev.

What's New in YA Literature (Grades 6-12) 2015 & How to Use it in Your Program?

February 7th, 9 AM-4 PM, Carnegie Center, Phoenix
April 2nd, 9 AM-4 PM, Joel-Valdez Main Library, Tucson
April 3rd, 9 AM-4 PM, Carnegie Center, Phoenix

In this outstanding new workshop, **Patti Tjomsland** will share the best *new* books for young adults, all of which have just recently been published. Patti will go beyond familiarizing you with the best of the newly published titles to share highly practical strategies for using these outstanding books in your classroom or library.
This daylong workshop will be filled with great books, innovative & creative ideas, enthusiasm, exciting curriculum connections, and news about authors that are too good for young adults to miss.

- What's new in a variety of genres
- Practical ideas, tips, & suggestions for incorporating relevant teen books across all content areas for grades 6-12
- Learn the web resources that will help you identify possible issues in specific teen titles
- Discover some of the best literature & reading apps to use with teens
- Learn about the selection process award committees use from a current member of YALSA's Excellence in Nonfiction Award Committee
- Practical lesson ideas that work for almost any book
- Extensive lists & annotated bibliographies of authors & titles in a variety of genres
- Receive a list of non-fiction titles that support the Common Core State Standards for Informational Text
- Innovative strategies & ideas for outstanding book talks by adults & teens
- The best new books to motivate reluctant readers

Who Should Attend? Librarians, Children's Librarians in Public Libraries, Library Aides and Clerks, Grades K-6 Classroom and Special Area Teachers, Media Specialists, Reading Specialists, Resource Teachers, Special Education Staff, Title I Staff, and Administrators.

All participants will leave with extensive annotated bibliographies in a comprehensive resource handbook full of outstanding ideas that you can immediately put to use to motivate & inspire your young adult readers. Register at http://www.azlibrary.gov/events/libdev. Counts for 6 contact hours in Services.

What's New in Children's Literature 2015 & Strategies for Using It in Your Program (Grades PreK-6)
February 12th, 9 AM-4 PM, Joel-Valdez Main Library, Tucson
February 13th, 9 AM-4 PM, Carnegie Center, Phoenix
February 14th, 9 AM-4 PM, Carnegie Center, Phoenix
Join presenter, **Judy Freeman (www.judyreadsbooks.com),** to learn about the best of the latest children's books and how to use them with your readers in your classrooms and libraries.

- The best, new children's books published in the last year matched with a wealth of ready-to-use ideas and engaging activities for ALL areas of your program
- A stimulating, high-powered presentation to make you excited about this year's new books and eager to try them out with your own student
- Sample copies of the best, new books will be on display for you to preview
- Instantly usable activities, demonstrations, bibliographies, and an ALL NEW resource handbook that you'll use year after year

With her latest irresistible mix of wonderful, new children's books — picture books, fiction, poetry, folklore, biography, and nonfiction — Judy will demonstrate down-to-earth, easy-to-use ways of making books come alive for children.

Who Should Attend? Librarians, Children's Librarians in Public Libraries, Library Aides and Clerks, Grades K-6 Classroom and Special Area Teachers, Media Specialists, Reading Specialists, Resource Teachers, Special Education Staff, Title I Staff, and Administrators.

All participants will leave with extensive annotated bibliographies in a comprehensive resource handbook full of outstanding ideas that you can immediately put to use to motivate & inspire your young adult readers. Register at http://www.azlibrary.gov/events/libdev. Counts for 6 contact hours in Services.

AzLA Marketing & Advocacy Day (New)
February 18th, 9 AM-12 PM, Carnegie Center, Phoenix
The Power of Storytelling
Park Howell
9:30-10:30am
In this fast-paced, high-tech world brimming with conveniences, it's easy to overlook the power of a simple story. Storytelling may be one of the most basic forms of communication, but it's still the most effective. **Park&Co**'s marketing philosophy is that great stories convey messages that compel people to action. Within each of us lies a great story, and within that story, the power to nudge the world in any direction we choose. In this workshop, Park Howell will help you discover the power of your story and how to tell it.
Park Howell is a graduate of Washington State University and uses his background in communications and music to craft compelling stories on behalf of people, products, causes, and organizations that aspire to create movements bigger than themselves. He shares his approach to responsible marketing on his personal blog, "Sustainable Storytelling," at www.parkhowell.com.

AzLA is Marketing & Advocating for Your Library!
AzLA Marketing & Advocacy Committee
Mike Beck & Alexis Skidmore
10:45-12:00 noon

The Arizona Library Association (AzLA) has created a multifaceted Advocacy Plan to market and advocate for all types of libraries across the state of Arizona. Come join us to see what the plans are and how we intend to spread the message about the value & importance of libraries. **Mike Beck** is the Chief Librarian at Glendale Public Library and is the founding Chair of the AzLA Marketing & Advocacy Committee. **Alexis Skidmore** is the current Chair of the AzLA Marketing & Advocacy Committee.

Online Searching Skills
February 25th, 9 AM-Noon, Grand Canyon University Library, Phoenix
Please join us for this installment of the **MCLC-Continuing Education Academy: Core Librarian Skills Series** presented by the Maricopa County Library Council Continuing Education Committee. Online Searching Skills will be presented by **Susan Irwin**, Certified Archivist and Librarian with the Arizona Historical Society.

Workshop will include basic searching tools such as Boolean, controlled vocabulary and "pearl growing" as well as techniques for doing more with Google and Bing. Searching strategies and tips for other Internet resources and social media platforms will also be presented. Register at http://www.azlibrary.gov/events/libdev. Counts for 3 contact hours in Services.

Marketing and Social Media Strategies to Promote Summer Reading (New)
March 4th, 12 PM-1PM, Online
This session will highlight how libraries, large and small, can apply marketing fundamentals to boost participation in Arizona's summer reading program. Specific topics include:

- Understanding and reaching your audience
- Best practices for using Facebook, Twitter and other social platforms
- Design 101 - basics for simple, effective layouts

Presenters: **Dan Puglisi,** Sr. Director of Marketing and Brand Advancement, First Things First and **Bethany Con**e, Communications Coordinator, First Things First. Register at http://www.azlibrary.gov/events/libdev.

Library Tour: Arizona Health Sciences Library – Phoenix Campus(New)
March 31st, 9:30 AM-11AM, Arizona Health Sciences Library-Phoenix Biomedical Campus
You are invited to tour the **Arizona Health Sciences Library at the Phoenix Biomedical Campus**, a joint-use facility located within the Health Sciences Education Building, a state-of-the-art facility opened in 2012, http://phoenixmed.arizona.edu/campus/hseb.

The library is designed primarily for the needs of students, staff, and faculty of the University of Arizona College of Medicine--Phoenix and Northern Arizona University College of Health and Human Services programs in Phoenix. Resources include 42 private study and collaboration rooms, additional open seating on two floors, a small print collection, and online access to extensive digital resources via the content licensing of both universities.

We'll begin with a tour of the Phoenix Biomedical Campus, focusing specifically on the Health Sciences Education Building (HSEB). Please meet in the lobby of the HSEB for the campus tour beginning at 9:30am. The campus tour will conclude at the Library and then proceed to the instructional lab for a virtual tour of the instructional resources licensed and created for student, faculty, and staff use.

Library tours are a function of the **Maricopa County Library Council Continuing Education Committee** and are free to all library staff. This event is limited to 30 people. Register at http://www.azlibrary.gov/events/libdev. *This event may be counted for 1.5 contact hours in Facilities.*

For Your Information

Call for Papers/Programs for Wyoming Library Association/Mountain Plains Library Association Joint Conference *(New)*
September 23rd -September 25th 2015, The Little America Resort in Cheyenne, Wyoming

The Wyoming and Mountain Plains Library Associations are calling for programming/papers for the 2015 joint conference to be held at Little America in Cheyenne, Wyoming. The due date for program proposals is May 1, 2015.   We look forward to receiving program proposals that support the conference theme - *Changing Libraries in the New West*. You can find the conference submission site here:
https://survey.uwyo.edu/TakeSurvey.aspx?SurveyID=82K1lm73H

MPLA members will receive a discount on conference registration. Remember to renew your 2015 membership at http://mpla.us/services/membership/

Free Online Training from Around the Country

Check out these sites for free online educational opportunities:

ALIVE (the Arizona Library Institute Virtual Extension)
A catalog of free archived webinars and online courses for library staff is available at http://azlibrarylearning.org.

Webjunction
Courses & archived webinars are once again freely available to Arizona librarians & library staff. Certificates are available for those needing to document their learning activities. To explore the offerings, visit http://learn.webjunction.org.

Skillsoft
The Arizona State Library recently purchased one year of access to short, self-paced courses from **Skill Soft**. Courses & video resources are available in: Communication & Interpersonal Skills, Customer Service, Desktop Software Skills, Leadership, Management, & Technology Skills. SkillSoft users may also earn certificates and track their learning activities. To get started, visit http://webjunction.skillport.com and create an account.

InfoPeople Archived Webinars
SirsiDynix Institute
TechSoup Webinar Archive
American Libraries Live
Libraries Thriving Archives
Booklist Webinars Archive
USL Online Learning Lab Archived Webinars

Continuing Education Events

Unless otherwise indicated, registration for the following trainings is FREE.

February

4th—**Workshop:** Project Management Workshop
12:30 PM-2 PM, Historic Capitol-3rd Floor Training Room, Phoenix, http://www.azlibrary.gov/events/887

5th— **Webinar:** Key Elements of a Project Plan (Part 1 of 2) [Part 2 on February 19th]
7AM – 8 AM, WebJunction Webinar, http://www.webjunction.org/events/webjunction.html

5th—**Workshop:** Every Hero has a Story! ~ 2015 Arizona Summer Reading Workshop
12 PM- 4 PM, Kingman Library Main Branch, Kingman, http://www.azlibrary.gov/events/libdev

6th— **Webinar:** Marketing your Library with Video
12 PM- 1 PM, Carnegie Center, Phoenix, http://www.azlibrary.gov/events/libdev

7th—**Workshop:** What's New in YA Literature (Grades 6-12) 2015 & How to Use it in Your Program?
9 AM- 4 PM, Carnegie Center, Phoenix, http://www.azlibrary.gov/events/libdev

10th—**Webinar:** 2015: The Year of the RA Makeover   **(New)**
1 PM-2 PM, Library Journal Webinar, http://lj.libraryjournal.com/

11th—**Webinar:** Sensory-Enhanced Storytimes   **(New)**
1 PM-2 PM, Infopeople Webinar, https://infopeople.org

11th—**Webinar:** Practical Uses of Altmetrics   **(New)**
11 AM-12 PM, Library Journal Webinar, http://lj.libraryjournal.com/

12th—**Webinar:** Library Learning Goes Online
12 PM-1 PM, American Libraries Live Webinar, http://americanlibrarieslive.org/

12th—**Workshop:** What's New in Children's Literature and Strategies for Using It in Your Program-2015
9 AM- 4 PM, Pima County Public Library-Joel Valdez Main Library, Tucson,
http://www.azlibrary.gov/events/libdev

13th—**Workshop:** What's New in Children's Literature and Strategies for Using It in Your Program-2015
9 AM- 4 PM, Carnegie Center, Phoenix, http://www.azlibrary.gov/events/libdev

13th—**Workshop:** Every Hero has a Story! ~ 2015 Arizona Summer Reading Workshop
12 PM- 4 PM, Show Low Public Library, Show Low, http://www.azlibrary.gov/events

14th—**Workshop:** What's New in Children's Literature and Strategies for Using It in Your Program-2015
9 AM- 4 PM, Carnegie Center, Phoenix, http://www.azlibrary.gov/events/libdev

17th—**Webinar:** Introduction to Intellectual Freedom in Libraries – 2015 Update   **(New)**
1 PM-2 PM, Infopeople Webinar, https://infopeople.org

18th—**Workshop:** AzLA Marketing & Advocacy Day **(New)**
9 AM- 12 PM, Carnegie Center, Phoenix, http://www.azlibrary.gov/events/libdev

19th— **Webinar:** Evaluating your Project Plan (Part 2 of 2)
12 PM – 1 PM, WebJunction Webinar, http://www.webjunction.org/events/webjunction.html

20th—**Workshop:** Every Hero has a Story! ~ 2015 Arizona Summer Reading Workshop
9 AM- 1 PM, Payson Public Library, Payson, http://www.azlibrary.gov/events/libdev

23rd—**Workshop:** Every Hero has a Story! ~ 2015 Arizona Summer Reading Workshop
12 PM- 4 PM, Sierra Vista Public Library, Sierra Vista, http://www.azlibrary.gov/events/libdev

24th—**Webinar:** YA Announcements: Fresh Titles for Teens   **(New)**
12 PM-1 PM, Booklist Webinar, http://www.booklistonline.com/

24th—**Webinar:** Teen Learning Labs   **(New)**
1 PM-2 PM, Infopeople Webinar, https://infopeople.org

25th—**Workshop:** Online Searching Skills
9 AM- 12 PM, Grand Canyon University Library, Phoenix, http://www.azlibrary.gov/events/libdev

26th—**Webinar:** Customizing Library Vendor Tools for Better Customer Service   **(New)**
1 PM-2 PM, Infopeople Webinar, https://infopeople.org

26th— **Webinar:** The Golden Age of Gaming: Board Games for Grown-ups **(New)**
11 AM – 12 PM, WebJunction Webinar, http://www.webjunction.org/events/webjunction.html

26th—**Webinar:** Myth Masters: A Conversation with Holly Black, Kate Eliot, and Barry Lyga **(New)**
12 PM-1 PM, Booklist Webinar, http://www.booklistonline.com/

27th—**Workshop:** Every Hero has a Story! ~ 2015 Arizona Summer Reading Workshop
9 AM- 1 PM, Casa Grande Public Library, Casa Grande, http://www.azlibrary.gov/events/libdev

March

2nd—**Workshop:** Every Hero has a Story! ~ 2015 Arizona Summer Reading Workshop
12 PM- 4 PM, Coconino County Public Library, Flagstaff, http://www.azlibrary.gov/events/libdev

4th— **Webinar:** Marketing and Social Media Strategies to Promote Summer Reading
12 PM – 1 PM, Library Development Webinar, http://www.azlibrary.gov/events/libdev

11th—**Webinar:** Power Searching: alternative search engines, social media, and subject indices   **(New)**
1 PM-2 PM, Infopeople Webinar, https://infopeople.org

12th — **Webinar:** The Future of Libraries
12 PM – 1 PM, American Libraries Live Webinar, http://americanlibrarieslive.org/

19th — **Webinar:** The Pursuit of Happiness…Through Libraries **(New)**
11 AM – 12 PM, WebJunction Webinar, http://www.webjunction.org/events/webjunction.html

26th— **Webinar:** "How Do I Apply to College?" Helping Patrons Meet their Higher Education Goals
11 AM – 12 PM, WebJunction Webinar, http://www.webjunction.org/events/webjunction.html

31st— **Tour:** Arizona Health Sciences Library - Phoenix Biomedical Campus **(New)**
9:30 AM-11 AM, Phoenix, Arizona Health Sciences Library-Phoenix Biomedical Campus,
http://www.azlibrary.gov/events/libdev

April

2nd—**Workshop:** What's New in YA Literature (Grades 6-12) 2015 & How to Use it in Your Program?
9 AM- 4 PM, Joel Valdez Main Library, Tucson, http://www.azlibrary.gov/events/libdev

3rd—**Workshop:** What's New in YA Literature (Grades 6-12) 2015 & How to Use it in Your Program?
9 AM- 4 PM, Carnegie Center, Phoenix, http://www.azlibrary.gov/events/libdev

9th—**Webinar:** The Present and Future of Ebooks   **(New)**
11 AM-12 PM, American Libraries Live Webinar, http://americanlibrarieslive.org/

Conferences & Other Events

Continuing Education Scholarships can help defray the costs of workshop and conference attendance.
Click here to learn more about the scholarships.

ACRL 2015 Conference
Portland, OR
March 25-28, 2015

Computers in Libraries
Washington, DC
April 25-29

ALA Annual Conference
San Francisco, CA
June 25-30, 2015

For more conference listings visit:
http://lcp.douglashasty.com/index.html